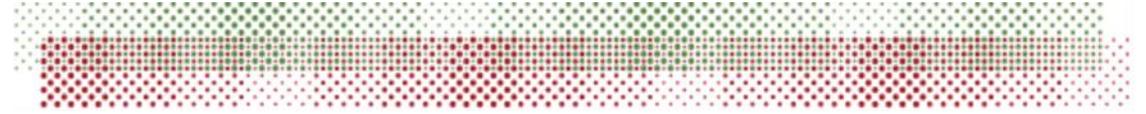


A first glance at creative industries and cultural heritage in Italy

Stefano Cerrato,
Italian Cultural Institute, Ljubljana

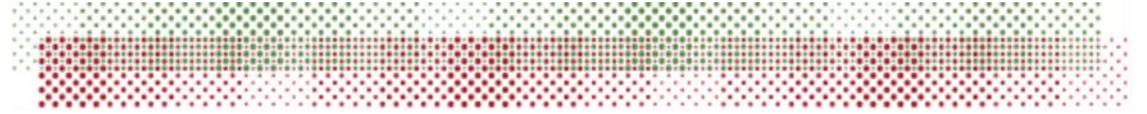


"Italy" as a geographical and cultural concept, before national unity

- National Unity: March 17th, 1861
- Italian Republic: June 2nd, 1946

historical melting-pot → vast cultural heritage

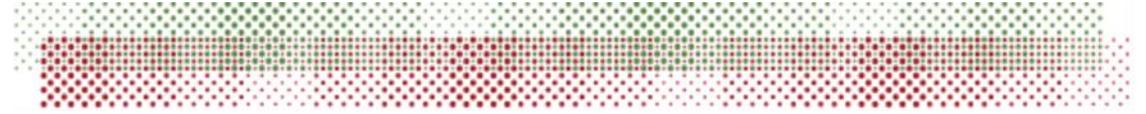
→ strong influence of cultural aspects on national identity



What are cultural and creative industries?

Cultural and creative industries (CCI) are defined by Unesco as 'sectors of organised activities whose principal purpose is production or reproduction, promotion, distribution or commercialisation of goods, services and activities of a cultural, artistic or heritage-related nature'.

Architecture, publishing, artistic crafts, cultural heritage, performing and visual arts, festivals, film, music and publishing as cultural industries, and virtual arts, digital animation video games and multimedia or advertisement. Most CCI definitions also include high-end industries, such as design, jewellery and watches, perfumes and cosmetics, leather goods, accessories, all protected by intellectual property rights.

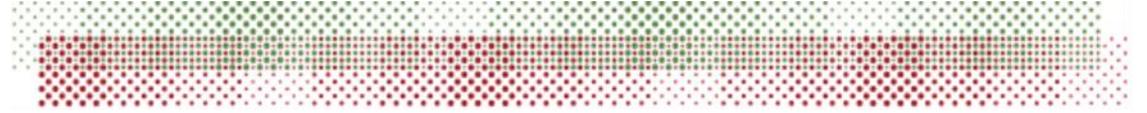


A commonplace: you don't eat with culture?

According to the report *I am Culture 2016* (Symbola Foundation), in Italy CCI core activities (design and creative industries, cultural industries, cultural heritage, performing arts) generate a direct income of € 55,4 billion. If creative-driven industries are included too, € 89,7 billion are generated (4,8 % of GDP*). CCI employ 1,5 million workers (6,1 % of total workforce).

The indirect income (tourism, services) from cultural activities is significantly higher: € 160,1 billions in 2015.

* Calculations based on data provided by Symbola Foundation, compared to GDP data provided by ISTAT – Italian National Institute of Statistics.



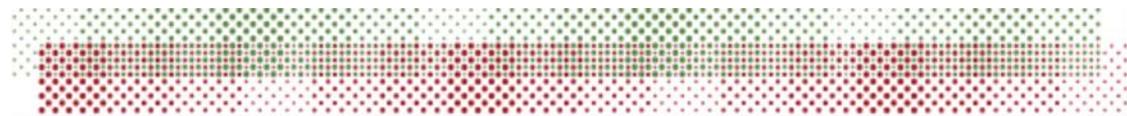
Some numbers about cultural heritage in Italy

Italy has 53 Unesco world heritage sites, the highest number worldwide.

ISTAT (the National Institute of Statistics) lists 4.976 museums, archaeological sites, monumental complexes (both public and private) in 2015.

110,6 million tickets were issued in 2015. The Italian museum system employs 45.000 workers approx (2.400 visitors for each worker).

Source: ISTAT – Indagine sui musei e le istituzioni similari, published March, the 3rd 2017.



The Italian museum system – Part I

Museums divided by genre:

- Ethnography 16,6%; - Ancient art 15,9%; - Archaeology 12,7%; - History 11,5%...

Museums divided by ownership:

- Municipalities 43 % ; - Ministries (national museums) 8,8 %....

BUT...



The Italian museum system – Part II

The 20 most visited museums receive 31.9 % of total visitors.

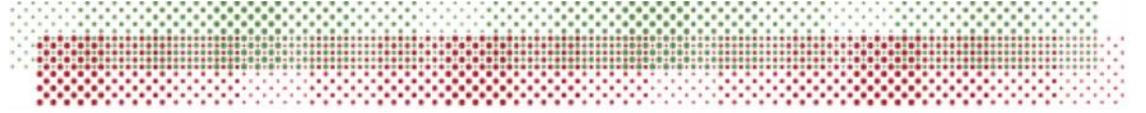
(Galleria degli Uffizi, Florence; Palazzo Ducale, Venice; Galleria dell'Accademia, Florence; Egyptian Museum, Turin....)

Museums in two regions (Lazio and Tuscany) receive 42.9 % of total visitors.

→ centralized tourism

→ limited services outside the big centres

A Country for travellers, not for tourists?



Creative industries: design in Italy

Historically, craftsmanship and artisan tradition are strongly developed in Italy.

After Second World War, the economic growth and the international context introduced new challenges:

- new, modern design for artisanal products;
- high-quality mass production.

Innovative industrial designers in the second part of the 20th century:

Ettore Sottsass, Giò Ponti, Pier Giacomo e Achille Castiglioni, Bruno Munari

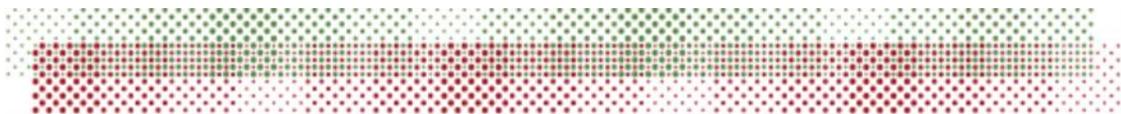
What is the impact of creative industry in Italy?



Italy holds a significant leadership in design: 29.000 companies, € 4,4 billions income (0,3% of GDP). In Europe, 17,4% of employees in the design sector are Italians (47.274 in Italy, 272.268 in the EU).

Source: Symbola Foundation – Design Economy , 2017

www.symbola.net/assets/files/Design%20Economy_1488380374.pdf



REGNO UNITO

20.606

0,17%

8.777

51.509



ITALIA

29.065

0,15%

4.410

47.274



GERMANIA

23.083

0,06%

3.634

46.312



FRANCIA

34.228

0,05%

1.931

34.461



SPAGNA

5.113

0,05%

1.016

9.929



UE

175.692

0,09%

25.789

272.268

Numero di imprese del design
Anno 2014

Incidenza del fatturato del design sul complesso dell'economia *
Anno 2015 (valori percentuali)

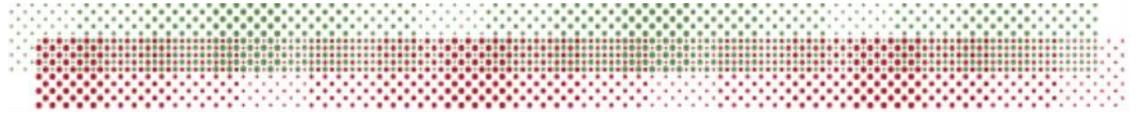
Fatturato delle imprese del design
Anno 2015 (milioni di euro)

Numero di addetti delle imprese del design
Anno 2015 (valori assoluti e quota sul totale Ue)

High-end design: an industry of luxury goods?

Genesy floor lamp (Artemide), designed by Zaha Hadid, polyurethane. Price: 5.695 €





Design is intended not only for the luxury market.
Take table lamp (Kartell), designed by Ferruccio Laviani, plastic. Price: 85 €

